

Message Text

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64

ACTION EUR-12

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DEPT PASS USTS

E.O. 11652: N/A

TAGS: EGEN, OECD

SUBJECT: TOURISM COMMITTEE: WORKING PARTY ON PROSPECTS
FOR THE DEVELOPMENT OF TOURISM, OCT. 30-31

1. SUMMARY: WORKING PARTY APPROVED A REVISED OUTLINE
FOR THE PROPOSED STUDY OF TOURISM POTENTIAL THROUGH
1977. AS A RESULT OF US DEL INITIATIVE, PROPOSED CHAN-
GES IN STUDY WILL REFLECT US INTERESTS. FINAL REPORT
IS EXPECTED BY JANUARY 1976. MS BEVERLY SHIPKA, USTS,
LED US DELEGATION AT MEETING. END SUMMARY.

2. OECD TOURISM COMMITTEE WORKING PARTY ON DEVELOPMENT
PROSPECTS FOR TOURISM ADOPTED THE SECRETARIAT'S PROPOSED
STUDY OUTLINE (DAF/TOU/74.407, 18 OCT. 1974) WITH THE
FOLLOWING MODIFICATIONS: (A) BOTH POSITIVE AND NEGATIVE
FACTORS AFFECTING TOURISM WILL BE CONSIDERED, (B) ALTER-
NATIVE ASSESSMENTS OF TOURISM DEMAND IN OECD COUNTRIES
WILL BE BASED ON ALTERNATIVE ASSUMPTIONS REGARDING PRICE
LEVELS, INCOME/PROMOTIONAL SPENDING AND OTHER FACTORS
IDENTIFIED AS AFFECTING TOURISM DEMAND, (C) TIME PERIOD
FOR ASSESSING POTENTIAL WILL BE 1975 THROUGH 1977,
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(D) FINAL REPORT IS SCHEDULED TO BE AVAILABLE JANUARY

1976.

3. ALL MEMBER DELEGATES WERE ASKED TO SUPPLY DATA FOR THE STUDY. IN ADDITION TO DATA REQUESTED, US DEL VOLUNTEERED EXISTING USG FORECASTS ON TOURIST DEMAND TO THE US, AND AVAILABLE USG AND INDUSTRY STUDIES OF TCU-RISM DEMAND AND FACTORS AFFECTING IT.

4. SECRETARIAT AND NUMEROUS MEMBER DELEGATES EXPRESSED PLEASURE WITH USTS PARTICIPATION IN SUBJECT MEETING AND HOPED TREND WOULD CONTINUE.

5. MEETING WAS OF VALUE AS IT AFFORDED US DEL AN OPPORTUNITY TO (1) HELP DIRECT STUDY TO THE INTERESTS OF THE US, (2) MEET AND EXCHANGE CURRENT TOURISM DATA AND STUDIES, AND (3) PROVIDE DATA WHICH WILL BE HELPFUL TO DEVELOPMENT OF THE STUDY.
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